

Sitka Access Household Transportation Survey

***Prepared for:
Alaska Department of Transportation
and Public Facilities***

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Introduction and Methodology

As part of the *Sitka Access EIS and North Panhandle Transportation Study* for the Alaska Department of Transportation and Public Facilities, CH2M Hill contracted with the McDowell Group, Inc. to conduct a survey of Sitka households. The survey asked respondents for information regarding their travel behavior (including destinations, transportation, and trip purpose), satisfaction with current transportation options, and preferences for access improvements, among other issues. This report presents findings from the telephone survey, conducted of 254 randomly-selected households. The maximum margin of error is ± 6.2 percent at the 95 percent confidence level. Based on the sample size and random selection methodology, survey results are considered to be statistically representative of Sitka's population.

Following are key findings based on the survey.

Ferry Travel Destinations and Preferences

- Three-quarters of Sitka residents (75 percent) identify Juneau as the most important community to have ferry access to. All other communities were mentioned by fewer than 5 percent of respondents.
- Nearly half of Sitka residents (46 percent) have used the ferry at some point in the last year. About three-quarters (76 percent) have used the ferry at some point in the last two years.
- When asked to report the destinations of their ferry trips, those that used the ferry in the last year were most likely to have visited Juneau (66 percent). Haines was the only other community visited by over 10 percent of ferry travelers in the last year (12 percent).
- Sitka residents predict making an average of 6.2 trips per year to Juneau if daily ferry service were available. This compares to just one average trip that respondents reported taking to Juneau by ferry in the last year.
- Sitka residents predict making an average of 1.1 trips per year to Petersburg if daily ferry service were available.

Air Travel Destinations and Preferences

- About half of Sitka residents (51 percent) identify Seattle as the most important community to have air access to, while 31 percent choose Juneau, and another 8 percent choose Anchorage.
- When asked about their Alaska Airlines trips from Sitka in the last year, 76 percent of Sitka residents said they traveled to Seattle. Anchorage and Juneau were each visited by 37 percent of respondents. One out of ten residents did not travel from Sitka on Alaska Airlines in the last year.
- Considering all trips made on Alaska Airlines, 45 percent of them were to Seattle, 26 percent were to Juneau, and 20 percent were to Anchorage. The fact that 76 percent of respondents went to Seattle, but only 45 percent of all reported trips were to Seattle, reflects the fact that most people who went to Seattle did so only once or twice.

Other Travel

- One out of five Sitka residents (21 percent) made a trip from Sitka to another community by small boat or plane in the last 12 months. Of all trips reported taken, the top destination was Angoon, accounting for 18 percent.

Air versus Ferry Transportation Improvements

- When asked which is more important, more frequent Alaska Airlines service or more frequent ferry service, Sitka residents are more likely to choose ferry service (50 percent) over air service (35 percent). Ten percent say they are equally important.
- When asked which is more important, lower cost air service or lower cost ferry service, 71 percent of Sitka residents choose lower cost air service, compared to just 17 percent for ferry service. Eight percent say they are equally important.

Suggestions for Improving Access to Sitka

- Respondents were asked to suggest one improvement to transportation in and out of Sitka. Three-quarters of respondents (76 percent) suggested ferry-related improvements, and 33 percent suggested air-related improvements. (Several respondents gave multiple responses.)
- The number one suggestion for improving transportation in and out of Sitka was “more frequent ferry service,” mentioned by 42 percent of respondents. Included in this figure is 22 percent who specifically suggested more frequent service to Juneau.
- The second-most common suggestion for improving Sitka’s access was “lower cost air service,” mentioned by 17 percent of respondents.

Introduction

This report presents findings from the Sitka Access Household Transportation Survey, as part of the *Sitka Access EIS and North Panhandle Transportation Study* undertaken by CH2M Hill for the Alaska Department of Transportation and Public Facilities (DOTPF). The McDowell Group, Inc., an Alaska research and consulting firm with offices in Juneau and Anchorage, was contracted by CH2M Hill to conduct the household survey.

The telephone survey of Sitka households asked respondents for information regarding their travel behavior (including destinations, transportation, and trip purpose), satisfaction with current transportation options, and preferences for access improvements, among other issues.

Methodology

The telephone survey was conducted with 254 randomly-selected households in the community of Sitka in mid-November 2004. Survey questions were designed in cooperation with DOTPF staff and CH2M Hill. The maximum margin of error is ± 6.2 percent at the 95 percent confidence level. Based on the sample size and random selection methodology, survey results are considered to be statistically representative of Sitka's population.

Survey results were reviewed for differences according to respondents' age and income level. Significant differences were noted in the text.

A copy of the survey instrument is provided at the end of the report.

HOUSEHOLD SURVEY RESULTS

Transportation Issues

Importance of Various Transportation Issues

- In rating the importance of a variety of transportation issues, Sitka residents felt strongest about “the ability to take a car on the ferry,” with 45 percent saying this issue was very important.
- Sitka residents were also likely to consider “convenient arrival and departure times,” “maintaining ferry prices,” and “faster ferries” as important or very important.
- In comparison to other issues, Sitka residents rated “daily ferry service to Juneau in the winter” and “improved air taxi service” as less important.

Please indicate the importance of each issue to your household.

	Very Important	Important	Not Important	Not at all Important	Neutral/ Don't know/ Refused
The ability to take a car on the ferry	45%	38%	13%	1%	4%
Convenient arrival and departures times	36	52	9	1	1
Maintaining ferry prices at current levels	35	49	11	<1	5
Faster ferries to reduce travel times	33	48	16	1	2
Daily ferry service to Juneau in the summer	24	42	30	2	2
Improved air taxi service	15	34	36	4	11
Daily ferry service to Juneau in the winter	13	41	40	2	4

Air versus Ferry Transportation Improvements

- Half of Sitka residents would prefer more frequent ferry service to more frequent Alaska Airlines service, while 35 percent would prefer the reverse. One out of 10 said they were equally important.

**Which is more important to you, more frequent Alaska Airlines service
or more frequent Alaska Marine Highway service?**

% of Total	
More frequent Alaska Marine Highway service	50%
More frequent Alaska Airlines service	35
Both equally important	10
Neither/don't care	3
Don't know/refused	2

- Seven out of ten Sitka residents would prefer lower cost air service to lower cost ferry service, while 17 percent would prefer the reverse.

**Which is more important to you, lower cost air service
or lower cost ferry service?**

% of Total	
Lower cost air service	71%
Lower cost ferry service	17
Both equally important	8
Neither/don't care	2
Don't know/refused	2

Suggested Improvements to Sitka Transportation

- When asked what single improvement would enhance transportation to and from Sitka, three-quarters of respondents (76 percent) gave ferry-related suggestions, while 33 percent gave air travel-related suggestions. (A few respondents gave multiple answers.)
- The most frequently mentioned ferry-related suggestion was “more frequent ferry service” (42 percent). Some respondents elaborated on this: 22 percent wanted more frequent ferry service to Juneau, while 6 percent wanted more frequent service to other communities.
- Thirteen percent of respondents suggested fast ferry service, with 5 percent specifically mentioning Juneau.
- Eight percent of respondents mentioned the remote terminal location/road concept.
- The most frequently mentioned air travel-related suggestion was “lower cost air service.” A few respondents elaborated, with 4 percent suggesting lower cost air service to Juneau, and 3 percent lower cost air service to Seattle.

What single improvement, if any, would you suggest to enhance transportation to and from Sitka?

	% of Total
Ferry-related improvements	76%
More frequent ferry service	42
More frequent ferry service to Juneau	22
More frequent ferry service (to other communities)	6
Fast ferry service	13
Fast ferry service to Juneau	5
Move ferry terminal/build road to access	8
Lower cost ferry service	4
Other ferry-related suggestions	10
Air-related improvements	33%
Lower cost air service	17
Lower cost air service to Juneau	4
Lower cost air service to Seattle	3
Lower cost air service (to other communities)	2
More frequent air service	8
More frequent air service to Seattle	4
More frequent air service to Juneau	2
Another airline/competition for Alaska Airlines	3
More convenient air service	2
Less intensive security	2
Other air-related suggestions	3
Neither/don't care	3%
Don't know/refused	2%

Ferry Travel

Ferry Service Importance and Ratings

- Nearly half of Sitka residents rate ferry service as “very important” to their household, while another 34 percent say it is “important.” Eighteen percent felt ferry service was not important to their household.
- Interestingly, importance of ferry service varies only minimally by income level. Seventy-eight percent of those in the lower income bracket (<\$40,000) viewed ferry service as important or very important to their household, compared to 83 percent of those in the middle income bracket (\$40,000-\$80,000) and 81 percent of those in the upper income bracket (>\$80,000).

Overall, how important is ferry service to your household?

% of Total	
Very important	47%
Important	34
Not important	15
Not at all important	3
Don't know	1

- Sitka residents were fairly evenly split between feeling satisfied with their ferry service (51 percent) and feeling dissatisfied with their ferry service (46 percent).
- Satisfaction was greatest among the younger respondents (18-34 year-olds), 75 percent of whom were satisfied or very satisfied. This compares to 47 percent of 35-54 year-olds and 40 percent of those over 55.

Overall, how satisfied are you with the ferry service available to you?

% of Total	
Very satisfied	12%
Satisfied	39
Dissatisfied	31
Very dissatisfied	15
Don't know	3

Access to Communities

- Three-quarters of Sitka residents reported that Juneau is the most important community for them to have ferry access to, while another 14 percent reported it as the second most important community, for a total of 89 percent.
- When combining most important with 2nd most important responses, three other communities were mentioned by 10 percent or more of respondents: Seattle/Bellingham (25 percent), Ketchikan (21 percent), and Haines/Klukwan (10 percent).

Which community, if any, is most important for you to have access to by ferry? Which is the second most?

	Most Important	2 nd Most Important	1 st + 2 nd responses
Juneau	75%	14%	89%
Seattle/Bellingham	4	21	25
Ketchikan	3	18	21
Haines/Klukwan	2	8	10
Petersburg	2	5	7
Prince Rupert	2	3	5
Angoon	2	2	4
Hoonah	1	1	2
Skagway	1	4	5
Tenakee Springs	1	<1	1
Kake	<1	<1	1
Anchorage	<1	2	2
Wrangell	0	1	1
None	3	21	24
Other	<1	2	2
Don't know/refused	3	2	5

Northbound/Southbound Preference

- Nine out of ten Sitka residents said that they would prefer frequent northbound (Juneau) service to frequent southbound (Petersburg) service.

If you had to choose between frequent northbound shuttle ferry service to Juneau or frequent southbound shuttle ferry service to Petersburg, which would you choose?

	% of Total
Juneau/northbound	90%
Petersburg/southbound	7
Neither/don't care	2
Don't know/refused	2

Ferry Usage

- Nearly half of Sitka residents reported traveling on the Alaska Marine Highway within the last 12 months. Another 30 percent said their last trip occurred one to two years ago.
- Only 2 percent of Sitka residents have never traveled on the ferry.

When was the last time you traveled on an Alaska Marine Highway ferry?

% of Total	
Within the last 12 months	46%
1 to 2 years ago	30
3 to 4 years ago	8
5 or more years ago	14
Never	2
Refused	<1

- Juneau was by far the most popular destination among respondents who reported using the ferry in the last year, with two-thirds saying that they traveled there at least once. Other communities were visited by only 12 percent or fewer respondents.
- Nine percent of respondents who reported taking the ferry sometime in the last 12 months did not depart from Sitka.

Please tell me the destinations of your ferry trips from Sitka in the last 12 months.¹

(Base: Traveled on the ferry within the last 12 months)

% of Ferry Travelers	
Juneau	66%
Haines	12
Skagway	9
Hoonah	9
Ketchikan	9
Prince Rupert	7
Kake	5
Petersburg	5
Angoon	4
Tenakee Springs	3
Bellingham	3
Wrangell	2
None ²	9
Don't know	2

¹ Includes trips on Allen Marine boat that replaced the LeConte in the spring/summer 2004.

² These respondents traveled on the ferry within the last 12 months, but not from Sitka.

- When considering all ferry trips taken by respondents from Sitka in the previous 12 months, 63 percent were to Juneau. Other communities each accounted for fewer than 10 percent of all trips.

Destinations of All Ferry Trips Taken from Sitka within Last 12 Months

(Base: Traveled on the ferry within the last 12 months)

% of Total Trips	
Juneau ¹	63%
Hoonah	8
Haines	6
Ketchikan	6
Petersburg	4
Skagway	4
Kake	3
Angoon	3
Prince Rupert	2
Tenakee Springs	2
Bellingham	2
Wrangell	1

¹ Read: Of all ferry trips taken by respondents from Sitka within the last 12 months, 63 percent were to Juneau.

- The table below shows the primary purpose of all ferry trips taken by respondents in the previous 12 months, by community. For example, of all trips reported taken to Juneau, 35 percent were made primarily for work purposes.
- Because of the low number of trips reported to communities other than Juneau, the trip purpose data below should be considered only generally representative of Sitka residents.

Primary Purpose of Ferry Trips, by Community

(Base: Traveled on the ferry within the last 12 months)

PERCENTAGE OF ALL TRIPS TAKEN FOR THE PURPOSE OF...							
(# of trips)	Vacation	Visiting friends/relatives	Work	Shopping	No primary purpose	Medical	Refused
Juneau (251)	10%	20%	35%	10%	20%	4%	2%
Hoonah (31)	10	26	32	0	32	0	0
Ketchikan (23)	0	17	87	0	0	0	0
Haines (23)	30	26	35	0	4	0	4
Petersburg (15)	0	47	47	0	7	0	0
Skagway (14)	64	0	7	0	7	7	14
Kake (11)	45	18	36	0	0	0	0
Angoon (10)	0	10	90	0	0	0	0
Pr. Rupert (6)	38	38	0	0	13	13	0
Tenakee (6)	0	100	0	0	0	0	0
Bellingham (6)	17	33	33	0	17	0	0
Wrangell (2)	0	100	0	0	0	0	0

- Of all ferry trips made to Juneau in the previous 12 months, Sitka residents brought a vehicle on over half of them (61 percent). They were also likely to bring vehicles along to Ketchikan (57 percent), Haines (52 percent), Skagway (79 percent), and Prince Rupert (75 percent).

Percentage of Trips on which a Vehicle was Taken, by Community
(Base: Traveled on the ferry within the last 12 months)

% of Trips by Community	
Juneau ¹	61%
Ketchikan	57
Haines	52
Hoonah	45
Petersburg	20
Skagway	79
Kake	18
Angoon	20
Prince Rupert	75
Tenakee Springs	0
Bellingham	50
Wrangell	50

¹ Read: Respondents brought a vehicle with them on 61 percent of all trips from Sitka to Juneau.

Ferry Service to Juneau

- Sitka residents predicted making an average of 6.2 ferry trips to Juneau in a year, if daily ferry service were available. Just 6 percent predicted making zero trips, while 15 percent predicted traveling 11 or more times.
- When asked about their recent ferry travel earlier in the survey, respondents reported making an average of just one trip to Juneau in the last year – a fraction of the 6.2 trips they predict making with daily ferry service.

**If daily ferry service to Juneau were available,
how many ferry trips would you make to Juneau in a year?**

% of Total	
Zero	6%
1-3 trips	31
4-6 trips	33
7-10 trips	7
11 or more trips	15
Average	6.2 trips

- Not surprisingly, Sitka residents would generally prefer to depart and return to Sitka on days that allow for a weekend visit. Over half (57 percent) would prefer to depart on a Friday, while another 19 percent would prefer Thursday. Fifty percent would prefer to return to Sitka on a Sunday, and another 26 percent chose Monday.
- One out ten respondents did not choose a day, or said they did not care.

**For your ferry trips to Juneau, what days of the week
would you prefer to depart and return to Sitka?**
(Base: Those who would travel to Juneau with daily ferry service)

	Depart Sitka	Return to Sitka
Monday	7%	26%
Tuesday	3	5
Wednesday	8	5
Thursday	19	5
Friday	57	9
Saturday	13	9
Sunday	6	50
Everyday	5	5
None/don't care	9	10
Don't know/refused	2	3

Ferry Service to Petersburg

- Sitka residents predict taking an average of 1.1 ferry trips a year to Petersburg if daily service were available. Over half (55 percent) predicted taking zero trips.

**If daily ferry service to Petersburg were available,
how many ferry trips would you make to Petersburg in a year?**

	% of Total
Zero	55%
1-2 trips	28
3 or more trips	11
Don't know	5
Average	1.1 trips

Frequency of Service versus Convenience of Terminal Location

- Sitka residents are fairly evenly split when asked to choose between current ferry service at the existing terminal (48 percent) and more frequent service at a less convenient terminal (44 percent).
- Younger respondents (18-34 year-olds) were slightly more likely to prefer more frequent service at a less convenient terminal (52 percent, compared to 44 percent of 35-54 year-olds and 40 percent of those over 55).

If you had to choose between current ferry service at the existing terminal or more frequent service at a less convenient terminal, which would you choose?¹

% of Total	
Current service/existing terminal	48%
More frequent service/less convenient terminal	44
Neither/don't care	2
Don't know	5
Refused	1

Air Travel

Jet Service Importance and Ratings

- Over three-quarters of Sitka residents say that jet service is “very important” to their household, while another 18 percent say it is “important.”
- In comparison, when asked about the importance of ferry service, 47 percent of respondents rated it “very important” and 34 percent “important.”

Overall, how important is jet service to your household?

% of Total	
Very important	78%
Important	18
Not important	3
Not at all important	<1
Don't know/refused	<1

¹ Respondents were read the following statement before being asked this question: “One option for increasing the frequency of ferry service to Sitka is the construction of a new terminal farther from town than the existing terminal. At this time no specific location has been identified.”

- Sitka residents appear generally satisfied with the jet service available to them, with 24 percent “very satisfied” and another 59 percent “satisfied.”
- Residents tend to be more satisfied with jet service in comparison to ferry service (12 percent “very satisfied” and 30 percent “satisfied”).

Overall, how satisfied are you with the jet service available to you?

	% of Total
Very satisfied	24%
Satisfied	59
Dissatisfied	13
Very dissatisfied	2
Don't know/refused	2

Access to Communities

- About half of Sitka residents rate Seattle as the most important community to have air access to, followed by Juneau at 31 percent and Anchorage at 8 percent.
- When adding the most important and second-most important communities together, 69 percent of respondents mentioned Seattle, 59 percent mentioned Juneau, and 32 percent mentioned Anchorage.
- These results differ significantly from the same question asked about ferry access, to which respondents overwhelmingly answered Juneau.

Which community, if any, is most important for you to have access to by air? Which is the second most?

	Most Important	2 nd Most Important	1 st + 2 nd responses
Seattle	51%	18%	69%
Juneau	31	28	59
Anchorage	8	24	32
Ketchikan	2	7	9
Petersburg	1	1	2
Angoon	<1	1	2
Haines/Klukwan	<1	0	<1
Kake	<1	1	1
Tenakee Springs	<1	1	1
Wrangell	<1	0	<1
Bellingham	0	2	2
Pelican	0	<1	<1
Skagway	0	<1	<1
None	2	15	17
Other	2	2	4
Don't know/refused	2	0	2

Alaska Airlines Travel

- Three-quarters of Sitka residents report traveling to Seattle on Alaska Airlines sometime in the last 12 months. Juneau and Anchorage were each mentioned by about half that many respondents (37 percent).
- One out of 10 Sitka residents report taking no trips from Sitka on Alaska Airlines in the last 12 months.

Please tell me the destinations of any trips you took in the last 12 months, where you left Sitka on Alaska Airlines.

% of Total	
Seattle	76%
Anchorage	37
Juneau	37
Ketchikan	11
Petersburg	2
Wrangell	2
Other	1
None	10

- Of all Alaska Airlines trips respondents reported taking from Sitka in the last 12 months, 45 percent were to Seattle, 26 percent were to Juneau, and 20 percent were to Anchorage.
- The fact that 76 percent of respondents went to Seattle at least once (see previous table), but only 45 percent of all trips were to Seattle, reflects the fact that most people who went to Seattle did so only once or twice.

Destinations of All Alaska Airlines Trips Taken from Sitka within Last 12 Months

(Base: Traveled from Sitka on Alaska Airlines within the last 12 months)

% of Total Trips	
Seattle ¹	45%
Juneau	26
Anchorage	20
Ketchikan	6
Petersburg	1
Wrangell	1
Other	1

¹ Read: Of all Alaska Airlines trips taken by respondents within the last 12 months, 45 percent were to Seattle.

- Trip purpose varied significantly by destination. For example, Seattle had much higher rates of vacation trips (33 percent) and visiting friends/relatives trips (36 percent). Only 15 percent of Seattle trips were for work. In contrast, Juneau and Anchorage tended to be visited most often for work purposes (46 and 47 percent, respectively). They were seldom visited for vacation (10 and 8 percent).

Primary Purpose of Alaska Airlines Trips, by Community

(Base: Traveled from Sitka on Alaska Airlines within the last 12 months)

PERCENTAGE OF ALL TRIPS TAKEN FOR THE PURPOSE OF...							
	Vacation	Visiting friends/relatives	Work	Shopping	No primary purpose	Medical	Refused
Seattle	33%	36%	15%	3%	3%	8%	1%
Juneau	10	11	46	13	3	5	10
Anchorage	8	18	47	2	8	7	12
Ketchikan	15	15	30	14	5	11	20

Note: Very few trips to either Petersburg and Wrangell were reported.

Other Travel

- One out of five respondents (21 percent) made a trip from Sitka to another community by small boat or plane in the last 12 months.
- Angoon was the most popular destination mentioned, with 5 percent of respondents reporting at least one trip there by small boat or plane. It was followed by Kake, Port Alexander, Baranof Warm Springs, and Prince of Wales Island, each mentioned by 3 percent of respondents.

Please tell me the destination of any trips you took to other communities in the last 12 months where you left Sitka by either small boat or plane.

	% of Total
Angoon	5%
Kake	3
Port Alexander	3
Baranof Warm Springs	3
Prince of Wales Island	3
Hoonah	2
Tenakee Springs	2
Petersburg	2
Haines	2
Juneau	1
Ketchikan	1
Pelican	1
Elfin Cove	1
Other	4
None	79

- Of all small boat/plane trips reported by Sitka residents in the last 12 months, 18 percent were to Angoon, 13 percent were to Juneau, and 12 percent were to Kake. (Although only 1 percent of respondents mentioned Juneau as their destination, they made multiple trips.)
- Prince of Wales Island destinations included Craig, Klawock, Coffman Cove, and Thorne Bay.

**Destinations of All Small Boat/Plane Trips Taken from Sitka
to Other Communities within Last 12 Months**
(Base: Traveled from Sitka to other communities
by small boat/plane within the last 12 months)

	% of Total Trips
Angoon ¹	18%
Juneau	13
Kake	12
Prince of Wales Island	12
Port Alexander	8
Ketchikan	7
Hoonah	7
Tenakee Springs	5
Baranof Warm Springs	4
Haines	4
Petersburg	2
Skagway	2
Elfin Cove	1
Pelican	1
Other	5

¹ Read: Of all small boat/plane trips taken by respondents from Sitka to other communities within the last 12 months, 18 percent were to Angoon.

- The table below shows the method of travel taken for Sitka residents' small boat/plane trips to other communities. For example, 43 percent of all small boat/plane trips to Angoon were taken with Harris Air, while 39 percent were taken by private boat.
- Because of the low number of trips reported taken to each community, the transportation data below should be considered only generally representative of Sitka residents. This comment also applies to the second table below.

Small Boat/Plane Transportation Method, by Community

(Base: Traveled from Sitka to other communities by small boat/plane within the last 12 months)

PERCENTAGE OF ALL TRIPS TAKEN BY...						
(# of trips)	Harris Air	Sitka Air	LAB	Private plane	Allen Marine	Private boat
Angoon (44)	43%	16%	0%	0%	2%	39%
Juneau (32)	0	0	0	0	3	94
Kake (28)	86	11	0	0	4	0
POW Island (28)	54	4	7	0	0	14
Port Alexander (19)	47	0	0	42	0	11
Hoonah (17)	76	6	0	0	0	18
Ketchikan (16)	94	0	0	0	0	6
Tenakee (11)	0	45	0	0	0	55
Baranof W. S. (10)	20	10	0	20	10	40
Haines (9)	56	0	0	22	11	40
Other (26)	23	8	0	12	0	58

Note: Very few trips to Petersburg, Skagway, Elfin Cove or Pelican were reported. They are included in the Other category.

- The table below shows the purpose of Sitka residents' small boat/plane trips.
- Overall, work appears to be the most common reason for visiting other communities by small boat or plane.

Primary Purpose of Small Boat/Plane Trips, by Community

(Base: Traveled from Sitka to other communities by small boat/plane within the last 12 months)

PERCENTAGE OF ALL TRIPS FOR THE PURPOSE OF...				
(# of trips)	Vacation	Visiting friends/ relatives	Work	Shopping
Angoon (44)	5%	7%	82%	0%
Juneau (32)	6	0	94	0
Kake (28)	4	0	89	0
POW Island (28)	7	7	82	0
Port Alexander (19)	47	37	16	0
Hoonah (17)	24	12	65	0
Ketchikan (16)	0	0	100	0
Tenakee (11)	73	18	0	0
Baranof W. S. (10)	90	10	0	0
Haines (9)	0	0	100	0
Other (26)	38	4	46	4

Note: Very few trips to Petersburg, Skagway, Elfin Cove or Pelican were reported. They are included in the Other category.

Age and Income

- The average age of all respondents was 49 years old.

Age of Respondent

% of Total	
18-24 years	6%
25-34 years	16
35-44 years	15
45-54 years	28
55-64 years	16
65 years and over	18
Average age	49 years old

- The average household income of all respondents was \$58,800.

Household Income

% of Total	
Under \$20,000	7%
\$20,000 to \$40,000	20
\$40,000 to \$60,000	28
\$60,000 to \$80,000	17
\$80,000 to \$100,000	11
Over \$100,000	10
Refused	8
Average	\$58,800

See attached.

Sitka Access Household Transportation Survey

PHONE # _____

SURVEY # _____

INTERVIEWER NAME _____

DATE _____

Hello, this is _____ with the McDowell Group, an Alaska research firm. We are conducting a survey for the Alaska Department of Transportation to better understand the transportation needs of Sitka residents. I would like to ask you a few questions.

1. In what year were you born? 19____ (If born after 1986, ask for an adult. If none available, thank and end survey.)

90 ☐ Don't know/refused

2. Which community, if any, is most important for you to have access to by FERRY?

(Don't read list) Which is the second most important? (Write number for 1st choice and 2nd choice)

- | | | | |
|--------------------------------------------|----------------------------------------|-----------------------------------------|------------------|
| 00 <input type="checkbox"/> None | 06 <input type="checkbox"/> Ketchikan | 12 <input type="checkbox"/> Anchorage | _____ 1st choice |
| 01 <input type="checkbox"/> Angoon | 07 <input type="checkbox"/> Pelican | 13 <input type="checkbox"/> Seattle | _____ 2nd choice |
| 02 <input type="checkbox"/> Haines/Klukwan | 08 <input type="checkbox"/> Petersburg | 14 <input type="checkbox"/> Bellingham | |
| 03 <input type="checkbox"/> Hoonah | 09 <input type="checkbox"/> Skagway | 15 <input type="checkbox"/> Other _____ | |
| 04 <input type="checkbox"/> Juneau | 10 <input type="checkbox"/> Tenakee | 97 <input type="checkbox"/> Don't know | |
| 05 <input type="checkbox"/> Kake | 11 <input type="checkbox"/> Wrangell | 99 <input type="checkbox"/> Refused | |

3. Which community, if any, is most important for you to have access to by Air?

(Don't read list) Which is the second most important? (Write one for 1st choice and two for 2nd choice)

- | | | | |
|--------------------------------------------|----------------------------------------|-----------------------------------------|------------------|
| 00 <input type="checkbox"/> None | 06 <input type="checkbox"/> Ketchikan | 12 <input type="checkbox"/> Anchorage | _____ 1st choice |
| 01 <input type="checkbox"/> Angoon | 07 <input type="checkbox"/> Pelican | 13 <input type="checkbox"/> Seattle | _____ 2nd choice |
| 02 <input type="checkbox"/> Haines/Klukwan | 08 <input type="checkbox"/> Petersburg | 14 <input type="checkbox"/> Bellingham | |
| 03 <input type="checkbox"/> Hoonah | 09 <input type="checkbox"/> Skagway | 15 <input type="checkbox"/> Other _____ | |
| 04 <input type="checkbox"/> Juneau | 10 <input type="checkbox"/> Tenakee | 97 <input type="checkbox"/> Don't know | |
| 05 <input type="checkbox"/> Kake | 11 <input type="checkbox"/> Wrangell | 99 <input type="checkbox"/> Refused | |

4. When was the last time you traveled on an Alaska Marine Highway ferry? (Do not read)

- | | |
|-------------------------------------------------------------|----------------------------------------------------|
| 1 <input type="checkbox"/> Within the last 12 months | 5 <input type="checkbox"/> Never (Skip to Q6) |
| 2 <input type="checkbox"/> 1-2 years ago (Skip to Q6) | 7 <input type="checkbox"/> Don't know (Skip to Q6) |
| 3 <input type="checkbox"/> 3-4 years ago (Skip to Q6) | 9 <input type="checkbox"/> Refused (Skip to Q6) |
| 4 <input type="checkbox"/> 5 or more years ago (Skip to Q6) | |

5. Please tell me the destinations of your ferry trips from Sitka in the last twelve months. Please include trips on Allen Marine boats that replaced the LeConte during the spring and summer of 2004.

00 ☐ No trips from Sitka (Skip to Q6)

97 ☐ Don't know (Skip to Q6)

99 ☐ Refused (Skip to Q6)

5a. Destination		5b. # of Trips	5c. How many of these trips did you take a vehicle?	5d. How many of your trips to _____ were primarily for.....								
				No Prim	Vac	VFR	Work	Shop	Med	D/K	R	Other
01 <input type="checkbox"/>	Angoon											
02 <input type="checkbox"/>	Haines											
03 <input type="checkbox"/>	Hoonah											
04 <input type="checkbox"/>	Juneau											
05 <input type="checkbox"/>	Kake											
06 <input type="checkbox"/>	Ketchikan											
07 <input type="checkbox"/>	Pelican											
08 <input type="checkbox"/>	Petersburg											
09 <input type="checkbox"/>	Skagway											
10 <input type="checkbox"/>	Tenakee											
11 <input type="checkbox"/>	Wrangell											
12 <input type="checkbox"/>	Bellingham											
13 <input type="checkbox"/>	Prince Rup.											
14 <input type="checkbox"/>	Other											

6. Overall, how important is ferry service to your household? (Read list)

1 ☐ Very important

7 ☐ Don't know

2 ☐ Important

9 ☐ Refused

3 ☐ Not important

4 ☐ Not at all important

7. Overall, how satisfied are you with the ferry service available to you? (Read list)

1 ☐ Very satisfied

7 ☐ Don't know

2 ☐ Satisfied

9 ☐ Refused

3 ☐ Dissatisfied

4 ☐ Very dissatisfied

8. If you had to choose between frequent Northbound shuttle ferry service to Juneau OR frequent Southbound shuttle ferry service to Petersburg, which would you choose? (Do not read)

- | | |
|--------------------------------------------------|---------------------------------------|
| 1 <input type="checkbox"/> Neither/don't care | 7 <input type="checkbox"/> Don't know |
| 2 <input type="checkbox"/> Juneau/northbound | 9 <input type="checkbox"/> Refused |
| 3 <input type="checkbox"/> Petersburg/southbound | |

9. If daily ferry service to Juneau were available, how many ferry trips would you make to Juneau in a year? # _____ 000 ☐ Zero/none (Skip to Q 10) 777 ☐ Don't know 999 ☐ Refused

9a. For your ferry trips to Juneau, what days of the week would you prefer to depart Sitka? (Check all)

- | | |
|---------------------------------------|---------------------------------------------|
| 01 <input type="checkbox"/> Monday | 08 <input type="checkbox"/> Sunday |
| 02 <input type="checkbox"/> Tuesday | 10 <input type="checkbox"/> Everyday |
| 03 <input type="checkbox"/> Wednesday | 11 <input type="checkbox"/> None/don't care |
| 04 <input type="checkbox"/> Thursday | 07 <input type="checkbox"/> Don't know |
| 05 <input type="checkbox"/> Friday | 09 <input type="checkbox"/> Refused |
| 06 <input type="checkbox"/> Saturday | |

9b. For your ferry trips to Juneau, what days of the week would you prefer to return to Sitka? (Check all)

- | | |
|---------------------------------------|---------------------------------------------|
| 01 <input type="checkbox"/> Monday | 08 <input type="checkbox"/> Sunday |
| 02 <input type="checkbox"/> Tuesday | 10 <input type="checkbox"/> Everyday |
| 03 <input type="checkbox"/> Wednesday | 11 <input type="checkbox"/> None/don't care |
| 04 <input type="checkbox"/> Thursday | 07 <input type="checkbox"/> Don't know |
| 05 <input type="checkbox"/> Friday | 09 <input type="checkbox"/> Refused |
| 06 <input type="checkbox"/> Saturday | |

10. If daily ferry service to Petersburg were available, how many ferry trips would you make to Petersburg in a year? # _____ 000 ☐ Zero/None 777 ☐ Don't know 999 ☐ Refused

[Read] One option for increasing the frequency of ferry service to Sitka is the construction of a new terminal farther from town than the existing terminal. At this time no specific location has been identified.

11. If you had to choose between current ferry service at the existing terminal OR more frequent service at a less convenient terminal, which would you choose? (Do not read)

- | | |
|---------------------------------------------------------------------------|---------------------------------------|
| 1 <input type="checkbox"/> Current service/existing terminal | 7 <input type="checkbox"/> Don't know |
| 2 <input type="checkbox"/> More frequent service/less convenient terminal | 9 <input type="checkbox"/> Refused |
| 3 <input type="checkbox"/> Neither/don't care | |

12. Please tell me the destinations of any trips you took in the last 12 months, where you left Sitka on Alaska Airlines.

00 ☐ No trips from Sitka (Skip to Q13)

97 ☐ Don't know (Skip to Q13)

99 ☐ Refused (Skip to Q13)

12a. Destination		12b. # of Trips	12c. How many of your trips to _____ were primarily for.....								
			No Prim	Vac	VFR	Work	Shop	Med	D/K	R	Other
01 <input type="checkbox"/>	Anchorage										
02 <input type="checkbox"/>	Juneau										
03 <input type="checkbox"/>	Ketchikan										
04 <input type="checkbox"/>	Petersburg										
05 <input type="checkbox"/>	Seattle										
06 <input type="checkbox"/>	Wrangell										
07 <input type="checkbox"/>	Other										
07 <input type="checkbox"/>	Other										

13. Overall, how important is jet service to your household? (Read list)

1 ☐ Very important

7 ☐ Don't know

2 ☐ Important

9 ☐ Refused

3 ☐ Not important

4 ☐ Not at all important

14. Overall, how satisfied are you with the jet service available to you? (Read list)

1 ☐ Very satisfied

7 ☐ Don't know

2 ☐ Satisfied

9 ☐ Refused

3 ☐ Dissatisfied

4 ☐ Very dissatisfied

15. Please tell me the destination of any trips you took to other communities in the last 12 months where you left Sitka by either small boat or plane.

00 ☐ No trips from Sitka (Skip to Q16)

97 ☐ Don't know (Skip to Q16)

99 ☐ Refused (Skip to Q16)

15a. Destination	15b. # of trips	15c. Which, if any, air or marine service did you use for these trips?								15d. How many of your trips to _____ were primarily for.....								
		LAB	Sit Air	Harris	Allen (chart only)	P B	P P	O	No Prim	Vac	V F R	Work	Shop	Med	D/ K	R	Other	

16. Next I'm going to read you a list of transportation issues. Please indicate whether each issue is Very important, Important, Not important or Not at all important to your household.

(READ LIST)	1 Very Important	2 Important	3 Neutral	4 Not Important	5 Not at all Important	7 Don't know/undecided	9 Refused
a. Faster ferries to reduce travel times	1	2	3	4	5	7	9
b. Convenient ferry arrival and departure times	1	2	3	4	5	7	9
c. Daily ferry service to Juneau in the summer	1	2	3	4	5	7	9
d. Daily ferry service to Juneau in the winter	1	2	3	4	5	7	9
e. The ability to take a car on the ferry	1	2	3	4	5	7	9
f. Maintaining ferry prices at current levels	1	2	3	4	5	7	9
g. Improved air taxi service	1	2	3	4	5	7	9

17. Which is more important to you, more frequent Alaska Airlines service OR more frequent Alaska Marine Highway service? (Do not read)

- | | |
|--------------------------------------------------|---------------------------------------------------|
| 1 <input type="checkbox"/> Alaska Airlines | 4 <input type="checkbox"/> Both/equally important |
| 2 <input type="checkbox"/> Alaska Marine Highway | 7 <input type="checkbox"/> Don't know |
| 3 <input type="checkbox"/> Neither/don't care | 9 <input type="checkbox"/> Refused |

18. Which is more important to you, lower cost air service OR lower cost ferry service? (Do not read)

- | | |
|-----------------------------------------------|---------------------------------------------------|
| 1 <input type="checkbox"/> Air | 4 <input type="checkbox"/> Both/equally important |
| 2 <input type="checkbox"/> Ferry | 7 <input type="checkbox"/> Don't know |
| 3 <input type="checkbox"/> Neither/don't care | 9 <input type="checkbox"/> Refused |

19. What single improvement, if any, would you suggest to enhance transportation to and from Sitka?
(Probe, do not read list)

- | | |
|--------------------------------------------------------------|---------------------------------------|
| 1 <input type="checkbox"/> More frequent ferry service _____ | 7 <input type="checkbox"/> Don't know |
| 2 <input type="checkbox"/> Lower cost ferry service _____ | 9 <input type="checkbox"/> Refused |
| 3 <input type="checkbox"/> More frequent air service _____ | |
| 4 <input type="checkbox"/> Lower cost air service _____ | |
| 5 <input type="checkbox"/> Other (List below) | |

20. And for my last question, please stop me at the category that best describes your total combined household income before taxes in the year 2003.

- | | |
|------------------------------------------------|-------------------------------------------------|
| 1 <input type="checkbox"/> Under \$20,000 | 5 <input type="checkbox"/> \$80,001 - \$100,000 |
| 2 <input type="checkbox"/> \$20,001 - \$40,000 | 6 <input type="checkbox"/> Over \$100,000 |
| 3 <input type="checkbox"/> \$40,001 - \$60,000 | 9 <input type="checkbox"/> Refused |
| 4 <input type="checkbox"/> \$60,001 - \$80,000 | |

Thank you for participating in this important project!